

erty for the Holding Company and are giving the club membership everything they could expect at any club for considerably less money than they would be compelled to pay at any other private club operated along customary lines where the club owns the property, and new officers are elected each year to manage it.

Under this system of a Holding Company managing the financial affairs we find the Holding Company is able to pay the interest on their investment and small dividends to the stock holders, due principally to economies effected through efficient management by experienced men.

### Calls for Showdown

From this you will gather that the members receive the highest type of service in a most attractive clubhouse and play on one of the best conditioned golf courses in this district and at a very moderate price, while the Holding Company is so satisfied with its investment that it proposes this method of operation for many years to come or until real estate taxes prohibit the use of that property for golf purposes.

An analysis will show the fallacy of member ownership or member equity of a \$1,500 or \$2,000. The interest on that fee amounts to \$90 or \$120 per year and dues of \$150 to \$200 per year plus assessments every two or three years occasioned through mismanagement or poor management caused by yearly changes in personnel of business management of the club. On the other hand the same analysis should show a desirability of maintaining in office those men who have proven their ability to operate the club on an efficient, economical and satisfactory basis. If a holding company can operate a clubhouse and serve 360 members and their guests in a manner satisfactory to all as

to food, prices and service and show a loss of less than \$5,000 yearly without the juggling of figures on the part of the house manager and can maintain a 6,700 yard championship type course to the entire satisfaction of the membership at a cost averaging \$16,000 yearly and then hundreds of members from other private clubs lauding the facilities and conditions found at this less expensive club, is it not reasonable to believe the time has come for the directorates of the so-called wealthy clubs and all other private clubs to analyze their expenditures to the end that a group of business men be placed in office to manage the financial affairs of that club?

Let us go back again to a comparison of the Holding Company club vs. the usual private club. In the Holding Company club there are no transfer fees, there are no penalties for overlooking dates of tax payments, no discounts forgotten, no purchasing of excess quantities of supplies, no buying of cheap materials that that to be junked, no buying of the wrong kinds of materials from shrewd salesman. There are no membership or dues taxes, no squandering of money on whims of inexperienced committee chairmen. The Holding Company purchases at hotel prices and golf maintenance equipment is purchased direct by the Holding Company from the manufacturer, hence, they receive the greatest value for their money expended and extraordinary service where they do not receive extra discounts. In other words the Holding Company is a business institution operated on a business basis and the personnel of the Holding Company does not change, hence, there are no leaks of any consequence.

Now how does this effect a member in the customary private club? First, the



## Uniform Drainage

is the foundation of successful golf course maintenance. You will have to have it, sooner or later—Why not in the beginning? Consult us.

**WENDELL P. MILLER**

Golf Drainage Engineer

403-5 East Broad Street

Columbus, Ohio

member who advances \$1,500 or \$2,000 is paying \$90 to \$120 each and every year because his entrance fee is worth six per cent to him; then in seven out of ten clubs his yearly dues amount to more than \$150. Then as we said before his special assessments over a period of years will average about \$50 per year and in the end what does he get, more than a member of this no equity club. One might say he will receive a greater price in later years when his club property is sold, but how many men have found this to be the case? Invariably they find that when the club does sell, a new club house and course costs every cent and usually more than they received for the old club, and, should a member sell his membership the transfer fees and government tax is taken from the money he is to receive so that his holding or club equity has gained him nothing. Most of this condition is attributable to the fact that during his period of membership the dues and assessments have been unnecessarily high because of poor management on the part of the new committees selected from a group of men who do not know or who are not experienced in the work or business they are supposed to

supervise during their term of office.

The figures in this article are positively the truth as found in the Chicago district. The same thing is true in the New York Metropolitan district. The conditions will apply also to clubs scattered throughout the country although the figures may be materially reduced, but, if they are reduced in respect to private clubs under hit and miss management they will also show the same relative possibility of economy through efficient business management by a selected permanent group of business men placed there to handle business affairs.

### Monthly Awards Help in Getting Caddie Control

**A**ROUND the Chicago District a caddie shortage is becoming acute. One of the comparatively new clubs, Illinois Golf, has given considerable thought to attracting caddies to the course and as a result of its consideration has slated monthly awards as follows:

For caddie with best attendance: \$5.00  
1st prize; \$3.00 2nd prize; \$2.00 3rd prize.

Same awards are given for highest to-

## BENT IN THE CHICAGO DISTRICT

808 Bent Greens in the District.

651 of these planted with Flossmoor Bent.

Because four out of five Chairmen of Greens Committees have recognized the superiority of the Flossmoor strain.

### FLOSSMOOR NURSERIES, Inc.

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tal rating and for bringing out the most boys.

The award for bringing out the most boys is not only to increase the number of caddies available but to discourage the older boys' "combination in restraint of trade." These older caddies, wanting to get all possible "doubles" are fighting away youngsters who are anxious to caddie at some of the Chicago District clubs.

## Waging Mosquito War

(Continued from page 10.)

where water has collected or is liable to collect.

If there are open drainage ditches on the grounds make sure that they are deep enough to allow the free flow of water, and any spots about the course where turf has recently been removed, especially in clayey soil, should be treated with oil if water tends to remain in such spots after rains.

It should be understood that, whenever possible, potential breeding places for mosquitoes should be abolished, as the elimination of the sources, once and for all, saves the expense and annoyance of subsequent attention.

### Community Co-operation

Many golf courses are located near swamps, or are near a number of ponds just off the club property itself. In such cases seek the co-operation of the community in combating the mosquito pest. This co-operation is generally easily obtained and the expense of the preventive measures over these larger areas can be prorated among the interested parties.

If your golf club is surrounded by farms, favorite breeding places for mosquitoes are the semi-swampy pastures where farmer neighbors keep their stock, and where mosquitoes will breed by the thousands in the water which accumulates in the hoof prints of the horses and cattle. Secure the assistance of the owner in such cases and obtain his co-operation in installing sufficient drainage ditches to dry out the pasture.

All of the above preventives are directed as may be observed, against the natural breeding places of the mosquito wiggler. To combat the adult mosquito, erect a number of martin houses and attract colonies of these interesting birds to your grounds. Each house can be built to contain from 20 to 100 pairs of martins, and a number of such houses should be erected on tall poles near the club house. These

## Government Discovers Easier and Cheaper Way to Control Brown-Patch

After experimenting with ordinary Brown-Patch remedies and 15 or 20 different chemicals, the United States Department of Agriculture found that Calomel was the most effective of all.

1. **Costs less.**
2. **Better control.**
3. **Does not burn the turf, even in excess.**

Best results depend upon the fineness, bulkiness and mercury content of the Calomel used. **CALOGREEN** (Mallinckrodt's Special Finely Powdered Calomel) is by far the most finely powdered Calomel on the market. It is more than twice as bulky as ordinary Calomel and contains 84.9% mercury.

**CALOGREEN** costs no more than ordinary Calomel.

*Write for free booklet giving results of the Government's experiments.*

## MALLINCKRODT CHEMICAL WORKS

St. Louis  
Montreal

Philadelphia  
New York

birds will destroy thousands of mosquitoes daily, for the pest constitutes a large part of their food supply.

Analysis of the preventive measures suggested in this article will show that neither are they expensive nor will they take a disproportionate length of time to carry out. Try fighting the mosquito for one season. The fewer the mosquitoes, the more the members will use the club—which means increased attendance and therefore increased revenue.

## Trying to Make Bent "at Home" in Florida

BY DR. M. B. HERLONG,  
*Commissioner in Charge Jacksonville (Fla.) Municipal Course.*

**M**OST of Florida's many golf courses have Bermuda grass for both fairways and green. Within the last four years some courses have been planted to carpet grass. This grass does well on low, black and moist soil. Bermuda is about the only grass that has a record of growing on light, dry and sandy soil here. Of the two grasses, carpet grass has proved the better because it forms the denser and more resistant turf.

On the municipal course at Jacksonville where we have 500 to 600 players Saturdays and Sundays, and many of them beginners, carpet grass fairways have been our salvation. These newcomers to golf give the fairways terrible punishment and we place a great deal of value on a grass that withstands these onslaughts.

Carpet grass is native to the low, black soil of the south's flatwoods country. I have seen some wonderful growths of it wild in spots that have been stumped, broken and leveled for fairways, with resultant destruction of this fine turf.

Our experience with bent has been interesting, but in the case of the Jacksonville course, not extensive or successful. With some stolons I brought here from Long Island where they were growing well, I established an experimental nursery the latter part of October, 1925. It did nicely at the start. I was able to divide it twice and was beginning to be hopeful of success, but when June came this bent died just as Italian rye does. We have the ambition of being able to acclimate some bent to Florida and this strain with which I experimented seemed the most promising. I believe that if I had furnished a shade for my nursery during the summer that,

## Charles R. Murray endorses *Fulname*

Mr. Murray is professional at the Royal Montreal Golf Club. He was twice Canadian Open Champion and seven times Quebec Champion.

### Mr. Murray finds *Fulname* reduces ball stealing.

\* "During all last season I had not one complaint of ball stealing from any member of my Club who owned a *Fulname* Die."

### Mr. Murray finds *Fulname* Marking pays.

\* "It takes a little time to mark the balls but the Pro is well paid for his trouble as he will find the members will buy **all** their balls from him when they can have them marked. So his ball sales increase."

When *Fulname* benefits the club, the players, the pro, and the caddies, can there be a valid reason for further delay in installing and supporting it? It is not expensive. Details upon request.

\*From a letter dated May 23, 1927

*The Fulname Company*  
707 Southern Railway Bldg., Cincinnati, Ohio

in a year or two, I would have been able to develop a bent that would flourish in Florida. Possibly something like the shade given tobacco plants or pineapples might help the alien bent survive until it had been able to make itself at home, and I would like to see the experiment tried.

We plan to give *poa bulbosa* a good trial for if it works out for us as it apparently has for others in the south, it will save us a lot of the money we now have to spend for rye seed each fall.

Here we are wondering how our annual maintenance expense of \$18,000 compares with the cost of other courses that get heavy play with a large number of beginners in the array of performers, and I would be very much interested to hear from others in charge of southern courses on this subject.

## This Helps the Pro Sales

### DEAR MEMBER OF WESTWARD-HO GOLF CLUB:

The golf season has opened. Many members have already enjoyed a game or two. As you think of coming out, no doubt you will need golf accessories—knickers, sweaters, sox and, of course, clubs, bags and balls.

Before buying a sweater or pair of sox or knickers, I want you to look at the special Arlington Knit sweaters, sox, knickers, etc., that I have in stock at the club. They are up-to-the-minute, all imported and at prices that are very reasonable. For instance, I have all wool hose that sell for \$2.45. Because of no overhead and the desire to build up this end of the business you will save money, and I will appreciate your patronage.

Hoping that 1927 will be a banner golf year for you, I am,

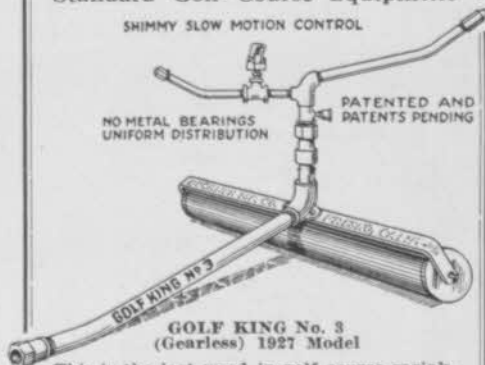
Sincerely yours,  
FRANK WILLIAMS,  
Professional,  
Westward-Ho Golf Club.

This little advertisement appeared in a club paper early in the season. Use the idea in your own club's magazine.

## THE GOLF KING SPRINKLERS

Standard Golf Course Equipment

SHIMMY SLOW MOTION CONTROL



This is the last word in golf course sprinklers. Guaranteed by the LARGEST AND OLDEST EXCLUSIVE SPRINKLER FACTORY. The pioneers in golf course irrigation, slow motion sprinklers and originators of the HOSELESS SYSTEM of Golf Course watering. We can cut your irrigating cost 50%. GOLF KING No. 3 will cover greater area more uniformly on the same pressure than any other sprinkler ever made. Nothing to wear out or get out of order. Write for literature. Representative wanted in each district.

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# Brown-Patch



## Controlled

With Amazing New Treatment!

UNSIGHTLY appearance of golf greens and poor putting surface can be avoided. Greens may now be kept healthy and in perfect condition throughout the entire season.

THE SECRET is **USPULUN NU-GREEN**. This amazing new treatment will absolutely prevent the dreaded Brown-Patch, even in the most humid weather.

OR, IF Brown-Patch has already set in, this new treatment will cure it within from three to five days. In less than a week, a new growth of grass will have set in—more healthy and luxuriant than ever before.

THERE is not the slightest danger of injuring or burning the grass with **USPULUN NU-GREEN**. No application of fertilizer after treatment is required.

THE APPLICATION of **USPULUN NU-GREEN** is as simple as the results are amazing. One treatment a month prevents Brown-Patch, or, if this disease has already set in, a single application cures it.

At leading Golf Supply Houses or  
**THE BAYER COMPANY, INC.,**  
 Agricultural Dept.,  
 117 Hudson St., NEW YORK CITY



# USPULUN NU-GREEN

## Suggests "Sales Analyses" for Golf Courses

“WHAT factors determine the character of a golf course best fitting to its particular field?” This question is put up for consideration by a country club official whose prominence in the golf activities of his section have placed him in an advisory capacity in the operation and extension of municipal golf in his own city. This golfer expresses amazement at an apparent lack of preliminary study of fundamentals in constructing some municipal courses and suggests that something on the order of the usual preliminary sales analysis be undertaken prior to the location and designing of any course.

For example, he suggests the following major considerations to kept in mind when a public course is being laid out:

“1. How hard should it be? (This depends on your analysis of your prospective players.)

“2. Will it fit the players for whom it is to be built? (Are there other courses available? What are they like? How can this course be made different and better?)

“3. How should the holes be laid out to care for the greatest possible number of players?

“4. Can bushes, shrubs, severe rough and other places that slow up play and hide balls, be eliminated without damage to interest and beauty of course?

“5. What transportation is available?”

There are many other points he believes should be put into the analysis he suggests as a preliminary operation of great importance to both private and public courses.

A competent golf course architect can very readily give an array of these leading questions and answer them. The rapid development of public golf courses has put some problems calling for close study of the local situations.

The first of them concerns the determination of how difficult the public course should be made. This correspondent who suggests the analysis cites a case of a public golf course of a private course character that soon discouraged its players with its difficulty and its many possibilities for lost balls. There is a happy medium for the public courses of the average cities, although public golf in some of the metropolitan centers has advanced to the point

where the Chicago district this spring will have one public golf enterprise of two 18-hole courses, both of which have what is termed "championship" design.

### Some Main Points

Tom Bendelow of the American Park Builders gives his idea of the leading points to be considered in the preliminary planning of a public course. He says:

"On the one hand the private club course is used by comparatively few players and probably only about 60 per cent of its players ever using it at one time. The full membership would only be 250 to 400, so that it easily can be seen that at the most not more than 250 people would be using the course at any one time. This would only mean about five hours' play on a public course, which is enough in itself to make the inquirer realize that there should be a vast difference in how the course is laid out.

"On a public course, where the desiderata is the greatest good for the greatest number, the obvious causes of congestion should be eliminated if possible. Water hazards should be dispensed with, unless they consist of a running creek or small lagoon, where the green can be easily made a two-shot hole, but never on a one-shotter, as the time taken even in holing out is calculated to 'gum up' the course and result in congestion at the tee to the detriment of movement along the entire course. Unless you are starting twelve foursomes every hour at least, your capacity for handling the crowd is impaired, and on looking over the causes the above mentioned water hole is a prolific one.

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## Reade's "ELECTRIC" WORM ERADICATOR

"*ELECTRIC*" Worm Eradicator is recognized as the finest material for getting rid of worms in putting greens. It brings up the worms by the thousands, and is at the same time beneficial to the greens. Substitutes on the other hand are dangerous to use, and furthermore, only half do the job.

"*ELECTRIC*" Worm Eradicator also acts as a preventive against Brown Patch and other diseases of the turf.

Each gallon of "*ELECTRIC*" Worm Eradicator can be diluted with 250 gallons of water, and covers 3,000 sq. ft. The average green requires about two gallons.

The price of "*ELECTRIC*" Worm Eradicator is \$3.00 per gallon, and shipment is made in 5, 10, 15 and 50 gallon containers. We supply free of charge a measure and glass jugs for carrying the eradicator from the stockroom to the various greens.

The 50-gallon Sprinkling Cart shown above, applies the liquid rapidly and evenly over the greens so that best results are assured. We supply the carts at cost price of \$35.00, with orders for 10 or more gallons of "*ELECTRIC*" Worm Eradicator.

*We are always pleased to make shipment on approval*

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## CHARLES E. MADDOX CONSTRUCTION COMPANY

*Let us construct your golf course according to your architect's specifications, for a flat contract price.*

Century Building CHICAGO Phone Harrison 4852

Short holes are another source of trouble. Long grass between fairways where balls are not easily found is another cause. Bunkers another, and one could go on ad infinitum, but I fancy I hear someone say, 'What would this man give us anyway?' The answer is: on a public course plenty of room, large greens, few, if any, hazards, intelligent maintenance, and a desire on the part of those in charge to see that the rules of the game are strictly adhered to.

### "Post-Mortems" Slow Play

"One of the greatest banes of a public course is the practice of fancied golfers, who, disappointed in failing to make their putt, try it over again. The example is followed by some of the others and time is thus frittered away, the players behind kept back, and tempers and games ruined for the day. An appeal to those in charge meets with little response, as some of the offenders probably had a game on and were playing for 50 cents a hole, but that was quite enough in the eyes of the custodian to set completely aside consideration for others who were as much entitled to consideration as those who offended.

"This plan for the public course can be followed without detracting from the land-

scape surroundings in the least, as the framework of the scheme can be made just as complete as the architect desires, but if efficiency is desired, everything that tends to add congestion to play should be eliminated. When public park golfers commence to cavil at the lack of those impedimenta which make for what is termed 'sportiness' on a public course, they should be invited to join a private club. They have graduated from the public course.

"On a club course where the members are paying large dues they have a perfect right to have their golf surroundings made as beautiful from a landscape point of view as possible, and any club official who is opposed to this plan of action certainly stands in his own and the club's light.

"The greatest good for the greatest number should be his slogan. In the matter of course construction care should be taken to see that the course is laid out in such a way as not to make a toil of what should be a pleasure, providing an easy way to negotiate the hole, free from traps if the shots are played fairly decently.

"In my opinion, the good player is the one to be penalized; he knows the game and his less favored brother doesn't.

"As to distinctive characteristics about



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**Gain the Good Will of every member of your club** by installing the Powers S-A-F-E-T-Y Shower Mixer. It actually REGULATES a shower and keeps the temperature of the water where the bather wants it.

No more unexpected "shots" of cold, or scalding hot water. No more time wasted trying to regulate the shower to the right temperature.

**Write for book** which describes this remarkable mixer, shows results of tests, experience of users, and names of hundreds of clubs whose members now enjoy the safety and comfort assured with the Powers Shower Mixer.

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36 Years of specialization in temperature control. Offices in 28 Cities - See your telephone directory

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courses, this is mainly determined by the topography and then by the course architect's ability to make use of what nature has given him, together, very often, with the idiosyncrasies of his own game—the latter a thing that should at all times be forgotten if he desires to produce the most satisfactory layout.

"In ninety-nine cases out of a hundred a topographical survey is a necessity if you wish to be sure of your drainage and irrigation schemes being successful. Upon the irrigation of a golf course depends very largely the character of maintenance in later years. It is not enough to merely lay out a few lines of pipe and attach a pump, but friction loss, head, static pressure at the nozzle, adequate water supply with a pumping unit of just the right character must be provided, and these must be figured and not guessed at."

## What Makes Best Cup for Sand Greens?

THERE have been many complaints about the unsuitability of the usual style of cup for sand greens. Some experiments have been made with leather cups, with interesting results.

Many of GOLFDOM's readers would like to know the details of any cup that might serve sand green courses satisfactorily. We will be glad to receive such information for publication.

### DO YOU WANT SOME MORE GOOD HELP?

GOLFDOM is in touch with several managers, professionals and greenkeepers, who are well qualified, have good references, and are anxious to get located with good clubs.

We will be glad to refer these men to your club if you are interested in their services.

Write us and give some details of the position, so you can get quick and satisfactory action.

GOLFDOM,

The Business Journal of Golf,

225 N. Michigan Ave.,

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Greens  
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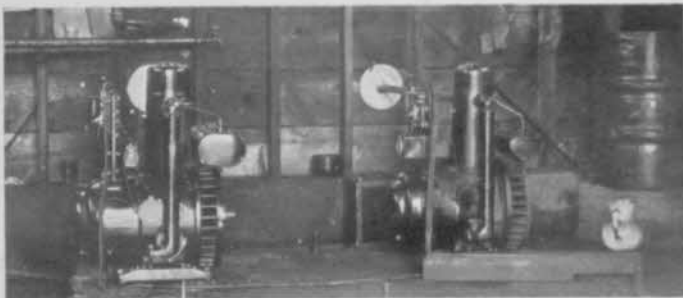
## The Peerless Lawnmower Sharpener



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large and small, now use the Peerless  
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The Peerless Lawnmower Sharpener is the only machine that sharpens all makes of Power, Horse and Hand Mowers *scientifically—quickly—perfectly*—does the work as nothing else can. Operated by 1/3 H. P. Motor—attach it to your lamp socket. Special Grinding Wheel for sickles, scythes, etc. Skate sharpening attachment included. Will save its cost the first season. Write for catalog and list of users.

THE FATE-ROOT-HEATH CO., 888 Bell St., Plymouth, Ohio



Private electric plant installation at a Michigan country club brought city conveniences and bigger patronage of members.

## Private Electric Plants Are Club Boon

**O**F course the country club house must have electric service. Often electricity can be secured from the high tension line of a central power station. In many instances, however, the isolated location of the club house puts it beyond the power company's sphere of influence, and in such case, the individual electric plant must be used. This is a source of electricity now being employed by more than 300,000 country residences, farm homes, summer camps and club houses, and it is a source which can be depended upon as safe, economical and entirely equal to the job, wherever it may be.

The electric service received from the individual electric plant will be identical with that enjoyed in a city home. Lights will be of equal brightness and ease of control. Electric power is available for the usual requirements for vacuum sweepers, fans, percolators, grills, drink mixers and the other electrical impedimenta in ordinary use today.

One indispensable service which electricity will provide is running water for all purposes—for toilet, bathtub and showers, as well as for kitchen and laundry. Still another important use for running water is for sprinkling the greens. It will be used for sprinkling elsewhere around the club grounds, wherever the art of the gardener is called on to aid in the beautification of the premises. There must be running water, and the electric pressure water system offers the surest and the most satisfactory means of providing it for the

club which is located beyond the sphere of the city water mains.

### Solves Water Problem

This electric water system is entirely automatic in operation. A pressure tank is provided as a part of the system and in it water is held under a working pressure of perhaps sixty pounds. When the water is turned on for any purpose, the pressure gradually drops. When it reaches a predetermined low limit, an electric switch on the pump automatically closes and pumping begins. Pumping continues until the opened water outlet is closed and the pressure is once more built up to the desired point. Then the pump stops. In addition to the pressure tank, a hot water tank should be made a part of the water system. This will be heated by means of coils in the house-heating furnace or by means of an oil- or gas-burner. Both methods should be arranged for. The heating plant is run only during the cold months, while the demand for hot water knows no seasons. We want it when we want it, every day in the year.

### Electric Ice Valuable

One of the newest and at the same time one of the most delightful conveniences which electricity brings to the country club is electric refrigeration.

Refrigeration for the club kitchen is always more or less of a problem and the more remote and inaccessible the club is, the more difficult is the problem of providing it with ice.